

Customer Satisfaction/Feedback Surveys Privacy Notice

The Tipton & Coseley Building Society (the Society) is the data controller for purposes of the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). The Society is registered as a data controller with the Information Commissioner's Office (ICO) under registration number Z5564346.

The Society is committed to protecting your personal information. As a data controller we have a responsibility to make sure you know why and how your personal information is being collected in accordance with relevant data protection law.

Data Protection law says that we can use personal information only if we have a proper reason to do so. This includes sharing it outside Tipton & Coseley Building Society. The law says we must have one or more of these reasons:

- To fulfil a contract we have with you; or
- When it is our legal duty; or
- When it is in our legitimate interest; or
- When you consent to it; or
- When it is in the substantial public interest, for example, to support you if you are, or become, vulnerable due to your personal circumstances. This applies in the case of sensitive personal data, also known as special category data.

With respect to our customer satisfaction/feedback surveys, we are processing your data for the purposes of pursuing our legitimate interests. This means that we have identified that in order to continue to provide a good level of service, there may be occasions when we will use your contact details to send you a customer feedback request. We believe that this use of your data is necessary and is the least intrusive way in which we can invite you to provide feedback on the service that you have received.

What the data is to be used for

The contact details that the Society holds have been used to send you an invitation to provide feedback on the service that you have received from us. This is to help the Society identify service improvements as a result of your feedback.

How long it will be kept

Details of how we will use, store and delete your data can be found in the Society's Privacy Notice. This can be accessed by visiting <https://www.thetipton.co.uk/privacy/>.

Your information rights

You have rights around the information we hold on you, further information on your rights can be found in the Society's Privacy Notice.

This can be accessed by visiting <https://www.thetipton.co.uk/privacy/>.

Further information

If you have any questions or want more details about how we use your personal information, you can visit one of our branches, write to us or call us on 0121 557 2551. We monitor and record phone calls for your security and our training purposes.